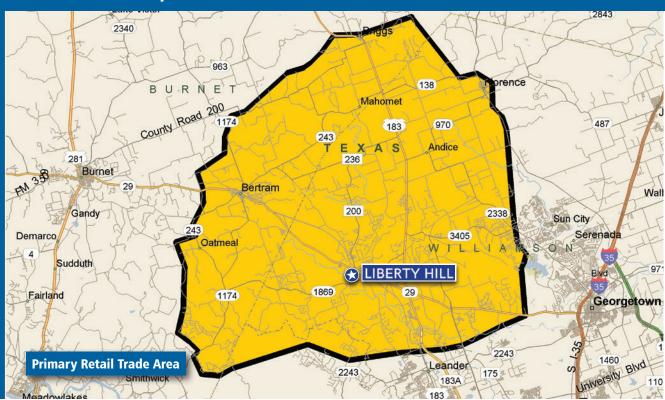
Retail Market Profile 2017





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April 2017. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Primary Retail Trade Area	15,784	26,276	34,070	38,143

Income

	2017 ESTIMATE
Average Household	\$105,757
Median Household	\$79,229
Per Capita	\$37,819



Educational Attainment

	2017 ESTIMATE
Graduate or Professional	9.58%
Bachelor's Degree	20.79%
Associate Degree	9.68%
Some College, No Degree	25.48%
High School Graduate	25.83%
Some High School, No Degree	4.99%
Less than 9th Grade	3.66%

Race Distribution

	2017 ESTIMATE
White	87.91%
Black or African American	1.54%
American Indian/ Alaskan	0.68%
Asian	1.11%
Native Hawaiian/ Islander	0.11%
Other Race	6.46%
Two or More Races	2.20%
Hispanic or Latino (of any race)	16.84%

Age

GROUPS	2017 ESTIMATE
9 Years and Under	11.87%
10-17 Years	12.81%
18-24 Years	9.43%
25-34 Years	9.36%
35-44 Years	12.67%
45-54 Years	14.92%
55-64 Years	14.02%
65 Years and Over	14.92%
DISTRIBUTION	2017 ESTIMATE
Median Age	40.2
Average Age	39.2

LOCATION MAP

Oakalla Salado Academy Watson Youngsport Roge or Sparks 183 Briggs Prairie Dell Greens Holland Crossing Florence Mahomet Schwertner Val Verde Jarrell Andice WILLIAMSON Bartlett New Corn Hill Bertram Granger Walburg Weir Granger Lake Hare Oatmeal Hoxie Circleville A S 130 Waterloo Georgetown 95 Thrall Leander Taylor Noa Hutto nwick Cedar Round Rock Normans Park \ Crossing Beyers Turkey Hollow Lago Jonestown Vista Coupland Three Points Volente Jollyville Pflugerville Kings Lund Village **Buffalo** Gap [°]Manda/ New Katy Manor Elgin Lakeway Rivers Hi But Littig Bee Cave Austin West Lake Hills Hornsby Bend hugh 95 Del Valle Webberville Sayer Sunset edar Valley Valley Bluff Dripping Springs Garfield Springs Phela San Leanna Colton AS R Manchaca Elroy vood Hays Bastrop 71 Buda Creedmoor 21 Cedar Mountain City Creek Clearv Niederwald Vimberley Rockne St Johns

TRAFFIC COUNTS

